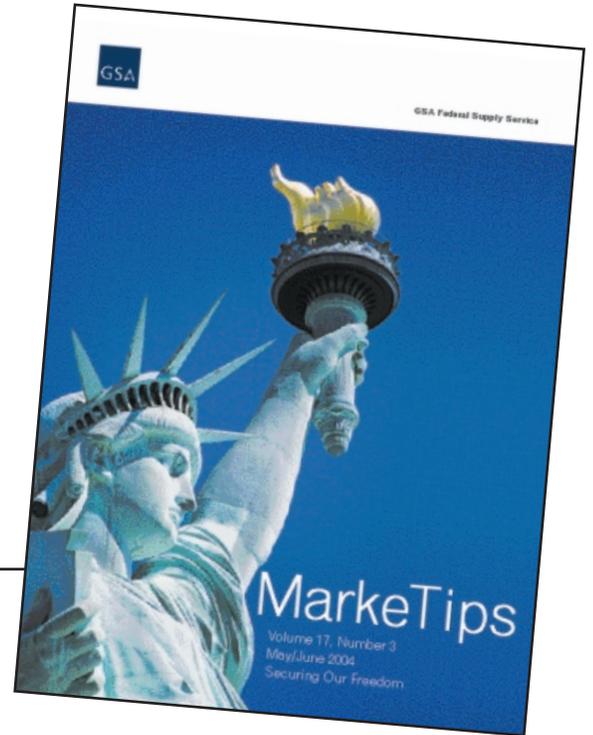


# Vendor Eligibility Requirements for Advertising in MARKETIPS

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- 1. VENDOR MUST CURRENTLY HOLD A VALID GSA CONTRACT OR PARTNERSHIP AGREEMENT.**
- 2. VENDOR SHOULD NOT HAVE PREVIOUSLY ADVERTISED IN MARKETIPS.**
- 3. AD SUBMITTED MUST MEET ALL GSA SPECIFICATIONS LISTED IN THIS DOCUMENT.**
- 4. AD MUST BE SUBMITTED TO APPROPRIATE DESIGNATED GSA POINT OF CONTACT LISTED IN THIS DOCUMENT.**
- 5. AD MUST BE SUBMITTED BY THE DATE ASSIGNED BY DESIGNATED GSA POINT OF CONTACT.**

# MARKE TIPS

## Advertising Specifications and Guidelines

### GSA Corporate Partners



**A**dvertisements are permitted in *MarkeTips* to illustrate the breadth of services available from our vendor base. While we try to accommodate every vendor and provide equal opportunities, demand far exceeds the available advertising space in *MarkeTips*.

With 20 ad spaces per issue, GSA has space for one GSA contract holder in every 700 on contract during the annual publication cycle. Advertising in *MarkeTips* is provided free of charge. GSA does not guarantee placement.

**Vendors should only be published in *MarkeTips* one time.**

*MarkeTips* will only accept ad submissions from designated GSA contacts. Ads submitted directly to the managing editor without prior approval **WILL NOT BE CONSIDERED**. (Refer to “Who To Contact” section of this document.)

GSA will not modify or return any ad submission. Ads submitted that are not in compliance with the specifications

detailed in this document will not be accepted for publication. **GSA advises that advertisement development costs be spread across a vendor’s promotional program, and not directly linked to *MarkeTips* placement.** Deadlines and submission policies for ad materials can be obtained from your GSA Acquisition Center point of contact listed at the end of this document.

Because ad space is **EXTREMELY LIMITED**, vendors **should only be published in *MarkeTips* one-time.** Submission does not guarantee placement in any edition of the magazine. Ad selection is at the discretion of the *MarkeTips* editorial staff.

**Ads placement does not constitute an endorsement by GSA.** GSA does not endorse any corporation or business. All ads submitted are subject to the guidelines and deadlines published in this document and approval by the contract’s appropriate GSA/FSS managing office. GSA reserves the right to cancel or delay publication for any reason. **These guidelines are subject to change without prior notice.**

**VENDOR AD MATERIALS WILL NOT BE ALTERED OR RETURNED**

**GSA ONLY RECOGNIZES THE ACCURACY OF INFORMATION REGARDING *MARKETIPS* OBTAINED FROM ITS OFFICAL WEB SITE AND PERSONNEL. MATERIALS OBTAINED FROM OTHER SOURCES MAY BE OUTDATED OR INACCURATE.**

# Ad Content Specifications

## MARKET TIPS

Ads submitted, must be in compliance with the following:

- Ads **must** include the GSA *Advantage!*<sup>®</sup> Starmark logo available on the web at <http://apps.fss.gsa.gov/partnership> or included in this media kit. There are two exceptions:
  - **Automotive Vendors**  
Must use the GSA AutoChoice Logo provided as a part of this media kit or downloaded from the web at [www.gsa.gov/marketingpartnership](http://www.gsa.gov/marketingpartnership).
  - **GSA Global Supply items**  
*THE GSA ADVANTAGE LOGO SHOULD NOT APPEAR ANYWHERE IN THE AD.* The contract number is not necessary, but a National Stock Number (NSN) for each item must be included and the following statement must appear: *To order call GSA Global Supply at 1-800-525-8027 or fax your order to 1-800-865-7057.*
- All GSA corporate identity standards governing the GSA logo must be followed, as outlined on page 4 of this document.
- The logos cannot be altered in any way. This includes cutting out the existing white background or distorting the shape or color. The starmark portion of the logo **MUST** be at least 1/2 inch by 1/2 inch or larger. The entire GSA *Advantage!*<sup>®</sup> Starmark logo must be at least as large as any vendor logo in the advertisement. Please see page 4 for specific rules governing the GSA logo.
- Black and white versions of the logo can only be used for black and white ads.
- When using GSA *Advantage!*<sup>®</sup> within text, it must always appear as it does here with *Advantage!* in italicized bold type, an exclamation point, and the registered symbol. Ads using this text outside of these specifications will not be accepted for publication.
- All advertisements for Schedule program contracts **must** include the vendor's contract number and Schedule number for the product or service depicted in the ad. A sample format for this information is as follows:

Contract # GS-12F-1234  
Schedule # 81 I B  
Shipping, Packaging, and Packing Supplies
- The schedule number must go beneath or next to the Contract number (advertisers often place both directly under the GSA *Advantage!*<sup>®</sup> Starmark logo).
- Schedule and Contract numbers must be clearly and easily readable.  
(A *MarkeTips* reader/procurement specialist can use them on line to access your company through GSA *Advantage!*<sup>®</sup>)
- Ads submitted may **NOT** include endorsements from other Federal government agencies. Work completed for other Federal agencies can be cited, but not as an endorsement from said agency.
- Ads submitted are restricted to products and/or services for which the vendor has GSA contracts. If there are products or services offered by the vendor that are not under GSA contract, they **cannot** be included in the ad.
- Pending contracts with GSA cannot be advertised. Items **MUST** be available from GSA **before** they can be advertised in *MarkeTips*.
- **It is recommended that vendors with multiple GSA contracts advertise all of those contracts in a single ad, as there is a limit to one ad per vendor, not per contract.**

# Ad Technical Specifications

In an effort to ensure the accuracy and consistency of vendor ads, the technical specifications have been modified. Please read these specifications carefully and include all elements requested to avoid rejection of ads. A reference guide explaining some of these changes including a glossary of terms has been provided as part of this *MarkeTips* Media Kit. If you did not receive this document as part of the Media Kit, you can access it online at <http://apps.fss.gsa.gov/partnership>.

- Ads **cannot** be accepted via e-mail. A CD **must** be provided. Mac or PC CDs **only**. CD must be submitted in a CD envelope **without** jewel case. **No Other Media Will Be Accepted.**
- Vendor's name, address and technical point of contact should be included on the CD envelope.
- **Two** color printouts of the ad are **required**.
- Images must be CMYK (four color process). Single colors will be converted to CMYK process equivalent.
- Vendors are free to use any Postscript or Adobe typeface. **TRUE TYPE FONTS must be converted to paths or curves prior to saving in the eps format. All typeface files must be included with the ad submission.**
- A high resolution .eps file is the only file format that will be accepted. **No Other File Formats Will Be Accepted.** Eps files created in any publishing program are acceptable (Freehand, Photoshop, Illustrator etc)
- Eps files must be at least **300 dpi. All fonts and images must be included.** Please convert type to curves or paths wherever possible. **High resolution files converted from a low resolution source will not be accepted.**
- Images and logos must be **high resolution** (300 dpi or greater) or the ad will be rejected.
- Submissions will be printed **as is**, or rejected as necessary, no changes will be made to the file.
  - Live Image Area, full page, 7.5" x 9.75" in portrait orientation.
  - Ads produced in a landscape orientation will not be accepted.
  - Bleeds will not be accepted.
  - Ads must remain within the Live Image Area specified.
  - **Full Page Ads Only. No Other Sizes Will Be Accepted.**

**See page 5 for rules governing the use of the GSA Advantage!® logo.**

# GSA Advantage!<sup>®</sup>

## Starmark Guidelines

# MARKET TIPS

**Primary colors:** The blue should be PANTONE 541 C. This is the preferred color for the star mark and should be used wherever possible, with the GSA name reversed out in white. Use PANTONE 2945 U when printing on uncoated stock. Because uncoated stock absorbs more ink, causing a slight variation in color, PANTONE 2945 U enables a closer color match to GSA Blue. PANTONE 541 C is for use on coated paper. The red should be Pantone 202 C or 201 U.

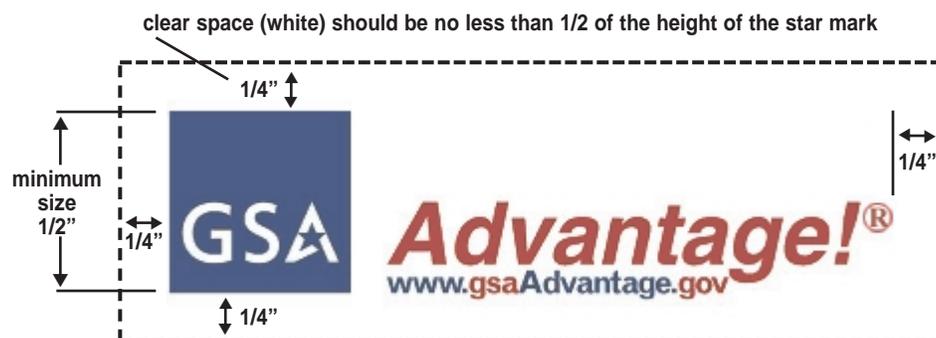
**2-color:** When GSA Blue is not one of the two colors, one color should be black. The star mark should be reproduced as a 70% tint of black, with the GSA name reversed out in white. The star mark may not be reproduced in any other color.

**Single color:** Materials printed in a single color should be either Pantone 541 C Blue or black. When using black, if the work is professionally printed, the star mark should be 70% black. Reproducing the GSA star mark in solid black is allowed only for laser-printed jobs.

**Clear space:** The GSA star mark must stand out from other graphic elements. The GSA star mark should always be surrounded with at least a minimum area of clear space. The distance between the star mark and other graphic elements (typography, charts, photos and illustrations, etc.) must be no less than 1/2 the height of the star mark. Use as much clear space as possible, but never less than the minimum.

**Background color:** The color behind the GSA star mark should always be white. The GSA star mark should never be reversed out, or placed on a color field. NOTE: the GSA lettering within the star mark is always white, not translucent.

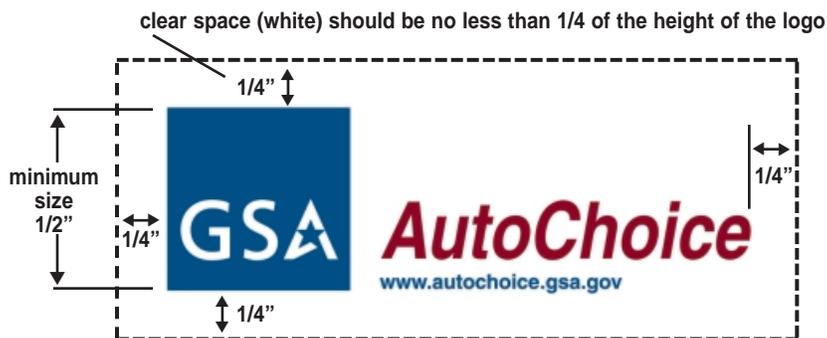
**Minimum size:** To ensure that the GSA star mark is always clear as presented, it should never be reproduced smaller than 1/2 inch.



If you have any questions, or need further information, contact Lynda Falkenstein at (703) 308-4149 or [lynda.falkenstein@gsa.gov](mailto:lynda.falkenstein@gsa.gov).

# Guidelines For Automotive Vendors Only

Use the Autochoice logo as depicted here. All of the same rules apply to this mark as to the advantage logo. Both logos can be downloaded from <http://apps.fss.gsa.gov/partnership>.



If you have any questions, or need further information, contact Lynda Falkenstein at (703) 308-4149 or [lynda.falkenstein@gsa.gov](mailto:lynda.falkenstein@gsa.gov).

MARKET TIPS

# Common Reasons Why Vendor Ads Are Rejected

## 1. A word about **SPACE**

The most common reason an ad is rejected from *MarkeTips* has to do with **limited space**. Advertising in the magazine is offered free of charge, and ad space is extremely limited.

With 20 ad spaces per issue, GSA has space for one GSA contract holder in every 700 on contract during the annual publication cycle. GSA does not guarantee placement. Vendors can be published in *MarkeTips* as a one time only opportunity.

## 2. **Ads are accepted by the MarkeTips editorial staff only from designated GSA contacts.**

Ads submitted directly to the editorial staff by a vendor or a vendor's design firm will not be reviewed, accepted or returned unless prior arrangements exist.

## 3. **GSA logo has been distorted, or all elements do not appear.**

Remember, the logo cannot be changed in any way, including the white background. The ® symbol **MUST** appear after the logo as well. Logo must be at least 1/2 inch in size, and must be comparable size with vendor logo. **All GSA corporate identity standards governing the logo MUST BE FOLLOWED, as explained on page 4 of this document.**

## 4. **Images, logos, or other elements of the ad are not high resolution.**

Please remember that the ad overall, including images and logos, must be 300dpi or greater. Images or logos 'captured' off the web (.jpg files) are NOT high

enough quality to use in a printed publication. You must download a high resolution version of any item you wish to use from the web.

**Remember, your GSA point of contact is the only person ad material can be submitted to. See the listing at the back of this document to find your GSA *MarkeTips* point of contact.**

## 5. **The ad is provided via e-mail.**

If you are using the appropriate resolution and format for the ad, sending via e-mail is not a viable option due to the resulting size of the file. E-mail often corrupts these kind of files. Thus, only ads provided on a CD can be accepted.

## 6. **The ad submitted is the wrong size, orientation, or contains bleeds.**

Remember, we only accept **full page ads** in portrait orientation, with a live image area of 7.5 x 9.75, bleeds are not accepted.

## 7. **The file or disk is corrupt.**

In general, when this type of problem occurs we will try to work with the vendor to rectify the situation. However, we may simply reject the ad based on the fact that we cannot access the file and are working under certain time constraints or space limitations.

# Distribution and Mailing List

*MarkeTips* is published and distributed to the Federal community on bi-monthly schedule during the first week of the months of January, March, May, July, September and November. To obtain copies of current and future issues, please contact:

**GSA Centralized Mailing List Service**

500 W Felix Street  
Warehouse 9, Section F  
Ft Worth, TX 76115  
(817) 334-5215  
(817) 334-5561 fax  
cmls@gsa.gov

and ask to be placed on the *MarkeTips* mailing list. You can also make your request electronically by visiting [www.gsa.gov/cmls](http://www.gsa.gov/cmls).

To view back issues of *MarkeTips*, visit us on the web at:

<http://apps.fss.gsa.gov/pub/marketips.cfm>

**The accuracy of *Marketips* materials obtained from sources other than GSA are not guaranteed and may be outdated or inaccurate.**

MARKETIPS

# Who to Contact

Each field editor has their own policy and production deadlines for ad selection. Please contact the *Market Tips* Field Editor serving the office that manages your contract. **If you are not sure of the appropriate GSA Acquisition Center, please e-mail us at [gsa.markettips@gsa.gov](mailto:gsa.markettips@gsa.gov)**

## *Furniture and Furnishings*

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### **Caroline Wenstrup**

GSA National Furniture Center  
FSS, General Services Administration  
1941 Jefferson Davis Hwy. Ste. 403, Arlington, VA 22202  
**(703) 305-7268** [caroline.wenstrup@gsa.gov](mailto:caroline.wenstrup@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
36 I	The Office, Imaging and Document Solution
58 I	Professional Audio/Visual, Telecommunications and Security Solutions
71 I	Office Furniture
71 II	Household and Quarters Furniture
71 II H	Packaged Furniture
71 II K	Comprehensive Furniture Management Services
71 III	Special Use Furniture
71 III E	Miscellaneous Furniture
72 I A	Floor Coverings
72 II	Furnishings

**Remember: Vendor ad materials cannot be altered or returned.**

## *General Products*

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### **Sharon Lee Foster**

General Products Acquisition Center  
FSS, General Services Administration  
819 Taylor Street, Rm. 6A24, Ft. Worth, TX 76102  
**(817) 978-2504** [sharonl.foster@gsa.gov](mailto:sharonl.foster@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
056	Buildings and Building Materials/Industrial Services and Supplies
66 II J	Test and Measurement Equipment, Avionics Equipment, Unmanned Aerial Vehicles and Related Services
66 II N	Chemistry, Biochemistry, Clinical Instruments, General Purpose Laboratory Instruments and Services
66 II Q	Geophysical, Environmental Analysis Equipment and Services
073	Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals, and Services

# Who to Contact

## *General Products (continued)*

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078	Sports, Promotional, Outdoor, Recreational, Trophies, and Signs (SPORTS)
084	Total Solutions for Law Enforcement, Security, Facilities Management Systems, Fire, Rescue, Special Purpose Clothing, Marine Craft, and Emergency/Disaster Response
736	Temporary Administrative and Professional Staffing Services
873	Laboratory Testing and Analysis Services

## *Government Acquisition Contracts (GWACS)*

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### **Lori Mae Tadalán**

941 Jefferson Davis Highway, Rm. 503, Arlington, VA 22202  
(703) 305-7493 [lorimae.tadalan@gsa.gov](mailto:lorimae.tadalan@gsa.gov)

## *Hardware, Tools, and Appliances*

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### **Gary Jenkins**

Hardware SuperStore 6FEM  
1500 East Bannister Road, Rm. SBE 16-1, Kansas City, MO 64131  
(816) 823-1973 [gary.jenkins@gsa.gov](mailto:gary.jenkins@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
51 V	Hardware SuperStore
03FAC	Facilities Maintenance And Management

## *Information Technology (IT) Products and Services*

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### **Patricia Reed**

IT Acquisition Center  
FSS. General Services Administration  
1941 Jefferson Davis Hwy, Rm. 1017, Arlington, VA 22202  
(703) 308-0930 [patricia.reed@gsa.gov](mailto:patricia.reed@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
70	IT Products and Services

# Who to Contact

## *Management Services*

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**Cindy Duncan**

Management Services Center  
 FSS, General Services Administration  
 400 15th Street, SW, Auburn, WA 98001-6599  
 (253) 931-7068 [cindy.duncan@gsa.gov](mailto:cindy.duncan@gsa.gov)

### *Schedule Listing*

Number	Title
738 II	Language Services
871 II	Energy Services
874	Management, Organizational, and Business Improvement Services (MOBIS)
874 V	Logistics Worldwide (LOGWORLD) Schedule
899	Environmental Services

## *Office Supplies and Paper Products*

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**Peter D. Davis**

Office Supplies & Paper Products  
 FSS, General Services Administration  
 26 Federal Plaza, Rm. 20-100D, New York, NY 10278  
 (212) 264-4781 [pete.davis@gsa.gov](mailto:pete.davis@gsa.gov)

### *Schedule Listing*

Number	Title
00JWOD	JWOD Schedule (NIB/NISH Products)
67	Cameras, Photographic Printers, and Related Supplies and Services
69	Training Aids and Devices, Instructor-Led Training, Course Development, and Test Administration
75	Office Products/Supplies and Services and New Products/Technology
76	Publications Media
81 I B	Shipping, Packaging, and Packing Supplies
738 X	Human Resources and EEO Services

# Who to Contact

## *Professional Services*

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### **Susan Farrar**

Services Acquisition Center  
FSS, General Services Administration  
1941 Jefferson Davis Hwy., Rm. 503, Arlington, VA 22202  
(703) 305-6885    [susan.farrar@gsa.gov](mailto:susan.farrar@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
520	Financial and Business Solutions
541	Advertising and Integrated Marketing Solutions (Formerly 738 I Marketing, Media, and Public Information Services)
871	Professional Engineering Services

## *Transportation and Property Management*

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### **Garlette Jordan**

FSS, General Services Administration  
1941 Jefferson Davis Hwy., Rm. 812, Arlington, VA 22202  
(703) 305-5626    [garlette.jordan@gsa.gov](mailto:garlette.jordan@gsa.gov)

*Schedule Listing not applicable*

## *Vehicle Acquisition*

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### **Shawn Koster**

GSA Automotive Center  
FSS, General Services Administration  
1941 Jefferson Davis Hwy, Rm. 600, Arlington, VA 22202  
(703) 308-0973    [shawn.koster@gsa.gov](mailto:shawn.koster@gsa.gov)

### *Schedule Listing*

<b>Number</b>	<b>Title</b>
23 V	The Vehicular Multiple Award Schedule
26 I	Tires; Pneumatic and Retread Tires for Passenger Vehicles, Light and Medium Trucks.
751	Commercial Short-term Leasing (1-3 Years) of Sedans, SUV's, Vans and Light Trucks